

USA

MMGY Global turning its attention to Latinx travelers in its latest survey

By Jeri Clausing   | May 18, 2021

MMGY Global, which last year developed an in-depth report on Black travelers, announced on Monday that it will conduct similar first-of-its-kind research on the needs, concerns and behaviors of Latinx travelers in the U.S.

"We are committed to fostering a more inclusive travel and tourism industry," said Clayton Reid, CEO of MMGY Global. "All indicators point to the Latinx community growing further and shifting its consumer demand trends. This research will help marketers and travel providers more thoughtfully approach how they communicate with Latinx travelers and tailor products and services to their specific needs. It is crucial to observe insights around identity that have not yet been evaluated in our industry."

The new study, titled "Latinx U.S. Travelers: Observations and Insights on Themes of Diaspora and Intersectionality," will be released this summer. All proceeds from the sale of the report will go to the nonprofit Travel Unity, which focuses on increasing diversity in travel through individual and community empowerment. Latinx is a gender-neutral term used to describe people who are of Latin American heritage.

"As a Latina travel journalist who is on the board of directors at Travel Unity, I cannot express enough how much this study is needed to shed more light on the Latinx community," said Jeannette Ceja. "People will come away with an understanding that we are not a monolithic group – not one singular voice and behavior – and that we contribute a great deal as members of both the traveling public and the travel industry. It is an honor to be a part of this movement for Latinx travelers."

Supporting sponsors of the study include Visit Florida, NYC & Co., Los Angeles Tourism, Tripadvisor, Discover Puerto Rico, Hilton and Travel Texas, MMGY said.

Completed in January, MMGY's "The Black Traveler: Insights, Opportunities & Priorities," found Black travelers in the U.S. spend more than \$129 billion in travel annually. It also revealed narratives from Black travelers about whether they felt safe and welcome. More

than \$100,000 has been raised for the nonprofit partners involved in that study, and two grant programs have been established to support Black travel advocates. MMGY said.

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